

In the Claims

1 Claim 1 (currently amended): A computer program product for enabling television ("TV")
2 commerce to generate ~~additional~~ revenue streams for TV originators, said program product
3 embodied on computer readable media readable by one or more computing systems in an
4 interactive television environment having a connection to a computer network and comprising:
5 computer-readable program code means for initiating a TV commerce transaction by a
6 consumer using said interactive television environment, wherein said transaction pertains to an
7 offering of a merchant;
8 computer-readable program code means for gathering TV context information related to
9 said transaction;
10 computer-readable program code means for securely transmitting including said gathered
11 TV context information in a series of payment protocol message messages that correspond
12 corresponding to said consumer's payment to said merchant for said transaction, such that said
13 gathered TV context information eventually reaches, in unaltered form, a payment processor that
14 processes payments for said merchant;
15 ~~computer-readable program code means for sending said payment protocol message to a~~
16 ~~payment processor that processes payments for said merchant, to initiate said consumer's~~
17 ~~payment to said merchant for said transaction;~~
18 ~~computer-readable program code means for receiving said sent payment protocol message~~
19 ~~at said payment processor; and~~
20 computer-readable program code means, ~~responsive to said receiving, for~~ means for
21 automatically allocating, by said payment processor, a portion of said consumer's payment to one

22 or more of said TV originators, according to identified by said ~~included~~ securely-transmitted TV
23 context information, and information and reducing an amount of said payment to be paid to said
24 merchant by said automatically allocated portion.

1 Claim 7 (currently amended): The computer program product according to Claim 1, wherein said
2 computer-readable program code means for automatically allocating further comprises:

3 computer-readable program code means for extracting an identification of each of said one
4 or more TV originators from said ~~included~~ securely-transmitted TV context information; and
5 computer-readable program code means for determining said portion to be allocated using
6 a predetermined percentage of said payment, for each of said ~~identified~~ TV originators for whom
7 said identification is extracted.

1 Claim 8 (currently amended): The computer program product according to Claim 1, further
2 comprising computer-readable program code means for extracting said securely-transmitted TV
3 context information and sending said extracted ~~included context~~ information from said payment
4 processor to at least one of said one or more TV originators.

1 Claim 20 (currently amended): A system for enabling television ("TV") commerce to generate
2 ~~additional~~ revenue streams for TV originators in an interactive television environment, said
3 environment having a connection to a computer network and said system comprising:
4 means for initiating a TV commerce transaction by a consumer using said interactive
5 television environment, wherein said transaction pertains to an offering of a merchant;

6 means for gathering TV context information related to said transaction;

7 means for securely transmitting including said gathered TV context information in a series
8 of payment protocol message messages that correspond corresponding to said consumer's
9 payment to said merchant for said transaction, such that said gathered TV context information
10 eventually reaches, in unaltered form, a payment processor that processes payments for said
11 merchant;

12 ~~means for sending said payment protocol message to a payment processor that processes~~
13 ~~payments for said merchant, to initiate said consumer's payment to said merchant for said~~
14 ~~transaction;~~

15 ~~means for receiving said sent payment protocol message at said payment processor, and~~

16 ~~means, responsive to said receiving, for~~ means for automatically allocating, by said
17 payment processor, a portion of said consumer's payment to one or more of said TV originators,
18 according to identified by said included securely-transmitted TV context information, and
19 reducing an amount of said payment to be paid to said merchant by said automatically allocated
20 portion.

1 Claim 26 (currently amended): The system according to Claim 20, wherein said means for
2 automatically allocating further comprises:

3 means for extracting an identification of each of said one or more TV originators from
4 said ~~included~~ securely-transmitted TV context information; and

5 means for determining said portion to be allocated using a predetermined percentage of
6 said payment, for each of said identified TV originators for whom said identification is extracted.

1 Claim 27 (currently amended): The system according to Claim 20, further comprising means for
2 extracting said securely-transmitted TV context information and sending said extracted included
3 context information from said payment processor to at least one of said one or more TV
4 originators.

1 Claim 39 (currently amended): A method for enabling television ("TV") commerce to generate
2 additional revenue streams for TV originators in an interactive television environment, said
3 environment having a connection to a computer network and said method comprising the steps of:
4 initiating a TV commerce transaction by a consumer using said interactive television
5 environment, wherein said transaction pertains to an offering of a merchant;
6 gathering TV context information related to said transaction;
7 securely transmitting including said gathered TV context information in a series of
8 payment protocol message messages that correspond corresponding to said consumer's payment
9 to said merchant for said transaction, such that said gathered TV context information eventually
10 reaches, in unaltered form, a payment processor that processes payments for said merchant;
11 ~~sending said payment protocol message to a payment processor that processes payments~~
12 ~~for said merchant, to initiate said consumer's payment to said merchant for said transaction;~~
13 ~~receiving said sent payment protocol message at said payment processor; and~~
14 responsive to said receiving, automatically allocating, by said payment processor, a
15 portion of said consumer's payment to one or more of said TV originators, according to identified
16 by said included securely-transmitted TV context information, and reducing an amount of said

17 payment to be paid to said merchant by said automatically allocated portion.

1 Claim 45 (currently amended): The method according to Claim 39, wherein said step of
2 automatically allocating further comprises the steps of:

3 extracting an identification of each of said one or more TV originators from said ~~included~~
4 securely-transmitted TV context information; and

5 determining said portion to be allocated using a predetermined percentage of said
6 payment, for each of said ~~identified~~ TV originators for whom said identification is extracted.

1 Claim 46 (currently amended): The method according to Claim 39, further comprising the step of
2 extracting said securely-transmitted TV context information and sending said extracted ~~included~~
3 context information from said payment processor to at least one of said one or more TV
4 originators.

1 Claim 58 (previously presented): The method according to Claim 39, wherein said payment
2 processor is an acquiring bank.

1 Claim 59 (currently amended): The method according to ~~Claim 39~~ Claim 46, further comprising
2 the step of sending said extracted ~~included~~ context information from said payment processor to
3 said merchant.

1 Claim 60 (new): The method according to Claim 39, wherein said securely transmitting step

2 further comprises the step of digitally signing said gathered TV context information.

1 Claim 61 (new): The method according to Claim 60, wherein said payment processor determines
2 that said gathered TV context information is in said unaltered form by verifying said digital
3 signature.